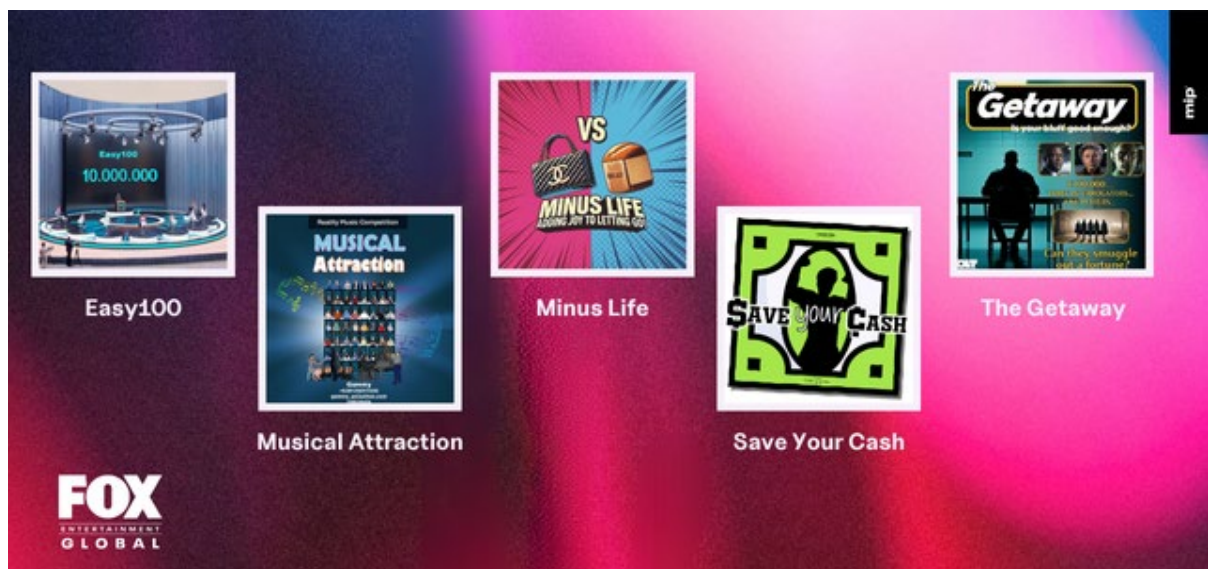




## MIP LONDON AND FOX ENTERTAINMENT GLOBAL ANNOUNCE FINALISTS FOR MIPFORMATS PITCH 2025

Registrations Hit 2000 Two Weeks Out from MIP LONDON Debut



**Paris, 11 February 2025** – MIP LONDON today announced the international finalists for the MIPFORMATS PITCH 2025 staged in partnership with FOX Entertainment Global, each of whom will present their original unscripted entertainment formats live to a renowned industry jury as part of the inaugural five-day MIP LONDON international content and networking market (23-27 February 2025).

Following 65 submissions from over 20 countries, the five strong short list is:

- *Easy100* - a quiz show created by Gülenay Şahin, Turkey
- *The Getaway* - a guessing game created by DLT Entertainment, UK
- *Minus Life* - a factual entertainment format created by Studio CR Inc., South Korea

- *Musical Attraction* - a singing competition show created by Gamaliel Paulus S. (Gammy) Setianugraha, Indonesia
- *Save Your Cash* - a physical challenge game created by ABS-CBN Studios, Philippines

Shortlisted on universal appeal and potential to travel, these finalists will pitch their concepts on the stage of the IET London's main theatre on Monday 24th February from 15:30 to a jury composed of format specialists from FOX Entertainment Global and key European commissioners – a networking session will follow from 16:45 open to all. The winning concept will receive \$5000 from FOX Entertainment Global.

*"We are proud to be a part of the competitive MIPFORMATS PITCH 2025 edition, which enabled us to discover ideas of finalists coming from all parts of the world (UK, Indonesia, The Philippines, Turkey, South Korea)",* said Nathalie Wogue, SVP, Global Formats at FOX Entertainment Global. *"At FOX Entertainment Global, we know that great ideas can come from anywhere, especially when we are looking for unique, powerful and various formats that can also serve the global marketplace."*

*"Helping fresh new formats get discovered is what we do at MIP Markets,"* said Director, MIP LONDON and MIPCOM CANNES Lucy Smith. *"...so it's great to partner again with FOX Global Entertainment to provide the platform to do so in London. The breadth and quality of submissions received this year has been extraordinary, and we look forward to a characteristically creative and competitive MIPFORMATS PITCH session later this month."*

The popular annual session forms part of an unscripted focus running from Sunday to Tuesday at MIP LONDON incorporating headline sessions, showcases, summits, presentations, workshops and matchmaking events.

The full multi-genre programme, aimed at delivering more people, business and opportunities across a key content week in the global TV industry calendar runs from 10.00 on Sunday 23 through Thursday 27 February across MIP LONDON's venues the IET London and Savoy Hotel. The MIP LONDON schedule can be found [here](#).

Just under two weeks from opening, over 2000 delegates from more than 75 countries have now confirmed their presence at MIP LONDON including over 900 buyers - these include companies taking meeting spaces, showcasing content or partnering on the programme, as well as individuals registered for the market.

Last year's MIPFORMATS PITCH competition saw format *The Stupid House* from the UK's Chulapo Pictures win ahead of concepts from Canada, Germany, The Netherlands and Norway.

### **About FOX Entertainment Global**

FOX Entertainment Global is FOX Entertainment's centralized content sales division, providing the worldwide multi-platform marketplace with exclusive access to its diverse, rapidly expanding production pipeline and library of owned original

programming and co-production partnerships. A central component of FOX Entertainment's long-term growth strategy is to fortify its globally recognized, world-class brand and owned distribution platforms spanning broadcast and streaming with FOX Entertainment Global's singular focus on broadly distributing the company's full portfolio of owned intellectual property across all genres of scripted, unscripted and animated programming, including both film and television titles.

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Further information

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**Notes To Editors:**

**About RX FRANCE**

*RX is a global leader in events and exhibitions, leveraging industry expertise, data, and technology to build businesses for individuals, communities, and organisations. With a presence in 25 countries across 42 industry sectors, RX hosts approximately 350 events annually. RX is committed to creating an inclusive work environment for all our people. RX empowers businesses to thrive by leveraging data-driven insights and digital solutions. RX is part of RELX, a global provider of information-based analytics and decision tools for professional and business customers. For more information, visit [www.rxglobal.com](http://www.rxglobal.com).*

*RX France creates high level, world-class and market leader meeting places, covering 15 industry sectors, including MIPIM, MAPIC, Batimat, Pollutec, EquipHotel, SITL, IFTM, Big Data & AI Paris, MIPCOM, Paris Photo, Maison&Objet\*... and many more. RX France's events take place in France, Hong Kong, Italy and Mexico. For more information, visit [www.rxglobal.fr](http://www.rxglobal.fr)*

*\*Organised by Safi, a subsidiary of RX France and Ateliers d'Art de France*

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